

ITV Granada



ITV Granada channel is part of ITV STUDIOS Global Entertainment and draws on the vast resources of the ITV STUDIOS programming portfolio. With its launch in Asia, a new identity was required that would build on the parent company's brand as one of the world's largest television producers and the UK's most successful commercial broadcaster.

discover

The issue – The launch of a new TV network needed an identity that was sensitive to Asian markets yet remained close to its global brand. And as ITV Granada Asia grows with new content genres and programming, its identity is also expected to keep pace with future developments.

develop

Our solution – We first tackled the logo by adapting the main logo and other trademark elements, creating a new style relevant to Asia. Once that was approved, we moved on to create a whole new style for the overall brand, including templates for future expanding on-air and content packaging.

deliver

Sustainable impact – ITV Granada's new network was launched in November 2010 and has been enthusiastically received, both within ITV and its Asian market.

